



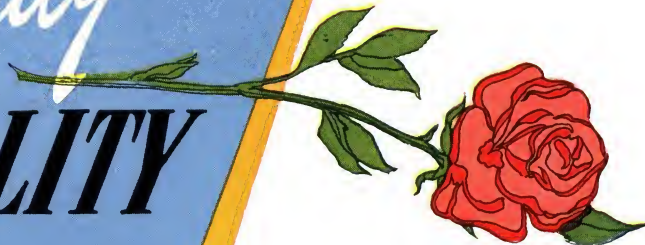
Beauty
and
QUALITY



GENERAL  ELECTRIC

Refrigerators 1941

Beauty and QUALITY



A RARE COMBINATION

The combination of beauty and quality as exemplified in the American Beauty rose is indeed a rare one . . . Yet, as you look over the 1941 General Electric refrigerator models on the following pages, we believe you'll appreciate that their symmetry, styling, and design establish a new high in refrigerator beauty . . . And, as you read of the many mechanical superiorities, storage facilities, and convenience features, we believe you'll appreciate the inherent quality of the product . . . For these reasons we believe G-E has achieved the rare combination of beauty and quality . . . and that General Electric is the American Beauty of all refrigerators for 1941.





MODEL B8-41

Baked Glyptal Exterior
Porcelain Interior

HEIGHT—61 3/8" • WIDTH—33" • DEPTH—28 3/16"
 *Net Cubic Feet - - - - - 8.2 *Shelf Area (sq. ft.) - - - - 16.1
 Pounds of Ice - - - - - 12 Number of Cubes - - - - 120
 2—11.1 Quart Fruit and Vegetable Drawers
 10 Lb. Cold Storage Compartment Dry Storage Drawer

*NEMA Rating

MODEL PB8-41

Porcelain Exterior
and Interior





MODEL JB8-41

Baked Glyptal Exterior • Porcelain Interior

HEIGHT—61 $\frac{3}{8}$ " • WIDTH—33" • DEPTH—28 $\frac{3}{16}$ "

*Net Cubic Feet - - - 8.2 *Shelf Area (sq. ft.) - - 16.4

Pounds of Ice - - - 8 Number of Cubes - - 80

11.1 Qt. Vegetable Drawer 10 Lb. Cold Storage Compartment

*NEMA Rating





MODEL B7-41

*Baked Glyptal Exterior
Porcelain Interior*

MODEL PB7-41

*Porcelain Exterior
and Interior*

HEIGHT—59"	•	WIDTH—31"	•	DEPTH—28 3/16"
*Net Cubic Feet - - - - - 7.0		*Shelf Area (sq. ft.) - - - - - 15.0		
Pounds of Ice - - - - - 12		Number of Cubes - - - - - 120		
2—10.1 Quart Fruit and Vegetable Drawers				
10 Lb. Cold Storage Compartment		Dry Storage Drawer		

*NEMA Rating





MODEL BH7-41

Baked Glyptal Exterior • Porcelain Interior

HEIGHT—59" • WIDTH—31" • DEPTH—28 3/16"

*Net Cubic Feet - - - 7.0 *Shelf Area (sq. ft.) - - 15.0

Pounds of Ice - - - 12 Number of Cubes - - 120

2—10.1 Quart Fruit and Vegetable Drawers

10 Lb. Cold Storage Compartment

*NEMA Rating





MODEL B6-41

*Baked Glyptal Exterior
Porcelain Interior*

HEIGHT—57 $\frac{1}{4}$ " • WIDTH—30" • DEPTH—26 $\frac{3}{4}$ "
 *Net Cubic Feet - - - - 6.2 *Shelf Area (sq. ft.) - - - - 13.4
 Pounds of Ice - - - - 12 Number of Cubes - - - - 120
 2—8.7 Quart Fruit and Vegetable Drawers
 10 Lb. Cold Storage Compartment Dry Storage Drawer

*NEMA Rating

MODEL PB6-41

*Porcelain Exterior
and Interior*





MODEL JB6-41

Baked Glyptal Exterior • Porcelain Interior

HEIGHT—57 $\frac{1}{4}$ " • WIDTH—30" • DEPTH—26 $\frac{3}{4}$ "

*Net Cubic Feet - - - 6.2 *Shelf Area (sq. ft.) - - 12.5

Pounds of Ice - - - 8 Number of Cubes - - 80

8.7 Qt. Vegetable Drawer 10 Lb. Cold Storage Compartment

*NEMA Rating





MODEL LB6-41

Baked Glyptal Exterior • Porcelain Interior

HEIGHT—56½" • WIDTH—30" • DEPTH—26⅝"

*Net Cubic Feet - - - 6.2 *Shelf Area (sq. ft.) - - 11.7

Pounds of Ice - - - 8 Number of Cubes - - 80

*NEMA Rating





MODEL PB-12

Porcelain Exterior and Interior

HEIGHT—67 $\frac{1}{4}$ " • WIDTH—40" • DEPTH—32 $\frac{3}{8}$ "
 *Net Cubic Feet - - - 12.0 *Shelf Area (sq. ft.) - - 28.7
 Pounds of Ice - - - 20 Number of Cubes - - 200
 2—10.6 Quart Fruit and Vegetable Drawers
 2—12 Lb. Cold Storage Compartments Dry Storage Bin
 *NEMA Rating





MODEL PB-16

Porcelain Exterior and Interior

HEIGHT—67 $\frac{1}{4}$ " • WIDTH—49" • DEPTH—32 $\frac{3}{8}$ "

*Net Cubic Feet - - - 16.1 *Shelf Area (sq. ft.) - - 34.8

Pounds of Ice - - - 20 Number of Cubes - - 200

2—10.6 Quart Fruit and Vegetable Drawers

2—12 Lb. Cold Storage Compartments

Dry Storage Bin

*NEMA Rating





MODEL LB-4

Baked Glyptal Exterior • Porcelain Interior

HEIGHT—50 15/16" • WIDTH—24" • DEPTH—26"

*Net Cubic Feet - - - 4.3 *Shelf Area (sq. ft.) - - 8.6

Pounds of Ice - - - 4 Number of Cubes - - 40

*NEMA Rating





MODEL LB-3

Baked Glyptal Exterior • Porcelain Interior

HEIGHT—43 15/16" • WIDTH—24" • DEPTH—25 5/8"

*Net Cubic Feet - - - 3.2 *Shelf Area (sq. ft.) - - 7.7

Pounds of Ice - - - 4 Number of Cubes - - 40

*NEMA Rating





MODEL B-3

*Baked Glyptal Exterior
Porcelain Interior*

HEIGHT—36" • WIDTH—23¾"
DEPTH—23¼"

*Net Cubic Feet - - - - - 2.8
*Shelf Area (sq. ft.) - - - - - 6.7
Pounds of Ice - - - - - 4
Number of Cubes - - - - - 40

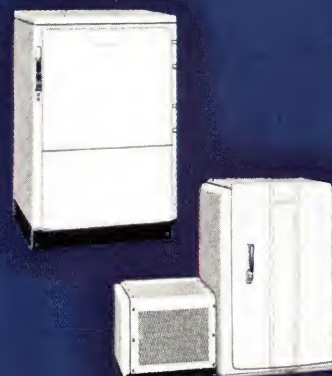
*NEMA Rating

MODEL BY-4

*Baked Glyptal Exterior
Porcelain Interior*

HEIGHT—35 1/16" • WIDTH—41½"
DEPTH—24⅞"

*Net Cubic Feet - - - - - 4.0
*Shelf Area (sq. ft.) - - - - - 9.5
Pounds of Ice - - - - - 4
Number of Cubes - - - - - 40



AN ALL-STAR

Performance Record

FIRST
with a Two Year
Guarantee



FIRST
with a Three Year
Guarantee

Our records indicate that there are over 1,000,000 G-E hermetically sealed refrigerating mechanisms in operation more than seven years old—*three times* more than all other makes combined.



THE GENERAL ELECTRIC COMPANY

FIRST
with a Four Year
Service Plan



FIRST
with a Five Year
Protection Plan

1941 General Electric Refrigerators Have a Potential Life Approximately *Three Times* Models of Twelve Years Ago, Thousands of Which Are Still Giving Satisfactory Service.



FIVE YEARS PROTECTION

Back of every General Electric hermetically sealed refrigerator stands the G-E Five Year Protection Plan which protects the purchaser for five years against failure of the sealed mechanism.

HUNDREDS OF INDIVIDUAL OWNERS OF 10 YEAR OLD G-E's

A recent survey among several hundred random-picked owners of 10 year old G-E refrigerators indicated an average of *one single service call* per refrigerator over the entire 10 year period.



APARTMENT HOUSE OWNERS OF 10 YEAR OLD G-E's

Apartment house owners—business men who *must* know their costs and expenses—show upkeep costs on 10 year old G-E's to average as low as 47c per refrigerator per year!

G-E 10-*Star* STORAGE everything

For Protection,

ICE STORAGE

FROZEN STORAGE

CHILLING STORAGE

MULTI-BOTTLE STORAGE

MEAT STORAGE

★ **ICE STORAGE** — As many as 120 ice cubes may be frozen and stored in the stainless steel G-E Super-Freezer at one time. In the G-E Quick Trays cubes are quickly frozen (more than 500 cubes in 24 hours if you need them) and so easily removed that a child can release them.

★ **FROZEN STORAGE** — With the increasing popularity of market-purchased foods, adequate frozen storage space becomes an increasingly important factor. As many as 20 packages — enough for 80 servings — may be stored in the sub-freezing cold of the G-E Super-Freezer. Taste-tempting desserts, too, can be frozen and stored until ready for serving.

★ **CHILLING STORAGE** — The G-E glass chiller tray is just the place for chilling a few bottles of beverages in a hurry. Here, in close proximity to the subfreezing temperature of the G-E Super-Freezer, the beverage will be chilled to a pleasingly palatable coolness in a surprisingly short time.

★ **MULTI-BOTTLE STORAGE** — As many as 11 one quart milk bottles may be stored on the top shelf — right next to the protecting low temperature of the G-E Super-Freezer. There's plenty of space, too, for the money-saving half gallon and gallon milk cartons which are becoming increasingly popular.

★ **FRESH MEAT STORAGE** — The G-E Cold Storage Compartment maintains an atmosphere of moistened cold for preserving fresh meats. The high humidity retains the natural juices and flavor within the meat, and the near-freezing temperature prevents bacteria growth. Fresh meats may be safely stored for several days in the G-E Cold Storage Compartment.

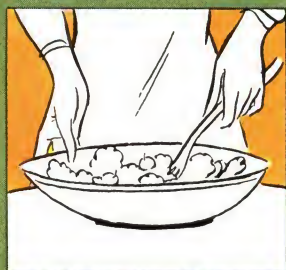


FEATURES . . . a place for and everything in its place

Convenience and Economy



★ **BUTTER STORAGE** — Fulfilling a long felt need in food preservation is G-E's new and ingenious Butter Conditioner. While butter within this compartment is adequately refrigerated at all times, it is kept always at *spreading softness* and conditioned for immediate mixing for cooking purposes. A manual control permits regulation of the degree of softness.



★ **VEGETABLE STORAGE** — There'll be no reason for salads of limp lettuce or wilted radishes if vegetables are stored in the G-E Vegetable Drawer. Within this compartment a high humidity of 90% to 95% is maintained at a temperature of about 40° F.—a combination which preserves the natural moisture and flavor within the vegetables and keeps them garden-crisp.



★ **FRUIT STORAGE** — Many fruits, like vegetables, become dried out unless they are stored in an atmosphere of high humidity and low temperature as provided in the G-E Fruit Drawer. Stored in this compartment fruits retain their firm texture and flavorful juices, and you can actually see the dewy moisture through the glass cover.



★ **GENERAL STORAGE** — Generous and unregimented shelf space is provided for the storage of leftovers and other foods in their own containers which require no special storage condition other than low temperature. G-E shelf temperature is always safely kept at about 40° F. Shelves are stainless steel, the center shelf sliding forward providing greater accessibility.



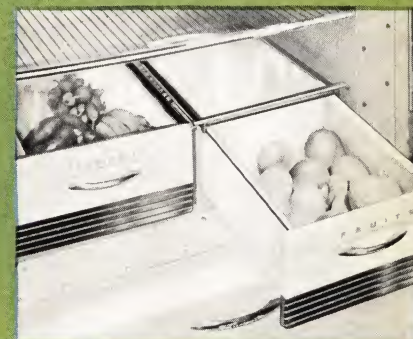
★ **DRY STORAGE** — The non-refrigerated G-E Dry Storage Drawer provides handy storage for a variety of articles such as boxes of crackers or cereals, reserve supply of bottled beverages, vegetables not requiring refrigeration, etc. This drawer slides forward easily from the base of the cabinet on gentle-action rollers.



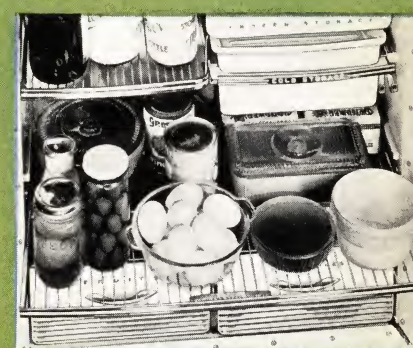
BUTTER STORAGE



VEGETABLE STORAGE



FRUIT STORAGE



GENERAL STORAGE



DRY STORAGE

G-E 10-



MECHANISM

Features

★ **THE ORIGINAL HERMETICALLY SEALED-IN-STEEL MECHANISM** — The most widely imitated refrigerating mechanism in the world.

★ **PROVED PERFORMANCE** — There are 3 times more G-E sealed refrigerating mechanisms in use over 7 years old than all other makes combined.

★ **NEVER NEEDS OILING** — Permanent oil supply sealed in at the factory.

★ **OIL-COOLED MECHANISM** — Removes motor heat quicker, lengthening the life of the motor.

★ **INTERNAL SPRING MOUNTING** — Provides "floating power" and quiet operation.

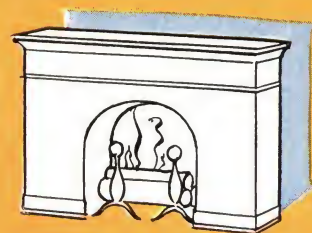
★ **METAL GLASS LEADS** (Electrical Connections) — Leak proof and failure proof, they assure a permanent seal.

★ **FLAT PLATE CONDENSER** — Provides natural draft cooling, needs no cleaning, and maintains original efficiency.

★ **AUTOMATIC UNLOADER** — Provides easy, gradual starting and stopping for longer mechanical life.

★ **NOISE MUFFLERS** — Sound is hushed at the source, *within* the steel casing.

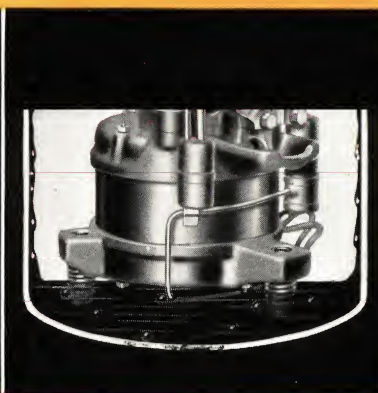
★ **FORCED-FEED LUBRICATION** — Oil is pumped to every moving part, practically eliminating wear, and lengthening the life of the entire mechanism.



An Unequalled Performance
Record



No Oiling to Remember
—Or Forget



Spring Mounting Cushions
Vibration



Natural Draft Cooling—
Like Smoke Goes Up A Chimney

G-E 10-

Star

CABINET

Features

★ **THE ORIGINAL ALL-STEEL CABINET** — Complete absence of wood eliminates possibility of warping or cracking.

★ **STAINLESS STEEL SUPER-FREEZER** — There is no plating — cannot chip, flake, or corrode.

★ **STAINLESS STEEL SHELVES** — Are rust-proof and since there is no plating, they cannot peel.

★ **STEADY-COLD CONTROL** — Holds constant cold in changing kitchen temperatures, and is illuminated for convenience.

★ **TEL-A-FROST INDICATOR** — Eliminates guesswork as to when to defrost.

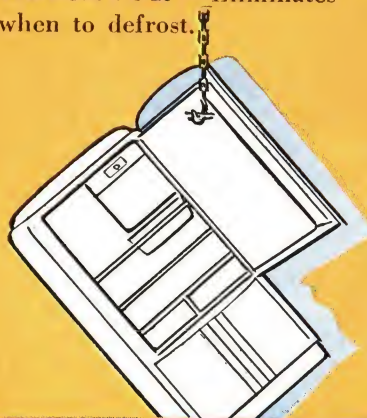
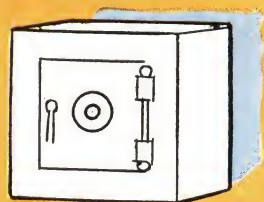
★ **AIR FILTER** — Practically eliminates transfer of food odors.

★ **WHITE TEXTOLITE DOOR STRIPS** — Will not warp, crack, or absorb food odors.

★ **DE LUXE HARDWARE** — Pre-tested to give many years of service. Hinges swing on ball bearings.

★ **GREATER STORAGE FLEXIBILITY** — Sliding shelf with adjustable spacing, adjustable part shelf, adjustable Cold Storage Compartment, Fruit and Vegetable Drawers can be stacked.

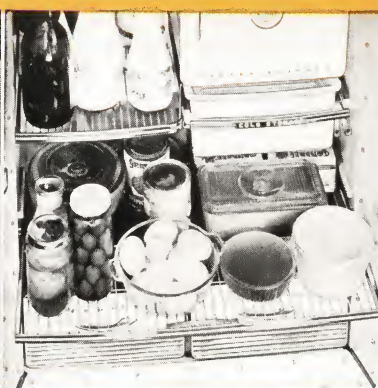
★ **BEAUTIFUL DURABLE FINISHES** — Poreclain or baked glyptal enamel on rust-proofed steel exteriors, poreclain with acid-resistant reservoir bottom interiors.



*All-Steel Construction
—Built Like A Safe*



*Durable Hardware Withstands
Terrific Torque and Strain*



*Stainless Steel Shelves
The Quality of Sterling*

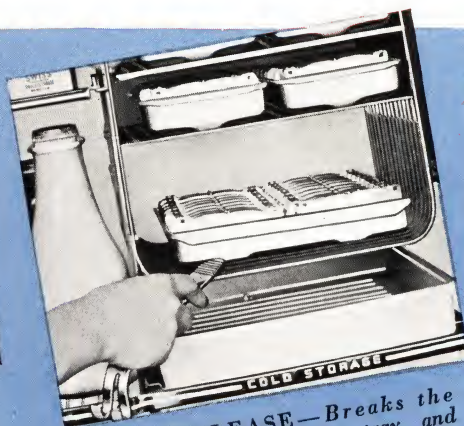


*Durable Finishes
Resist Unusual Abuse*

G-E ALL-*Star* FEATURES FOR *Practical Convenience*



QUICK TRAY—Cubes are quickly frozen and easily removed. Fuss, muss, and waste of melting cubes free under faucet is eliminated.



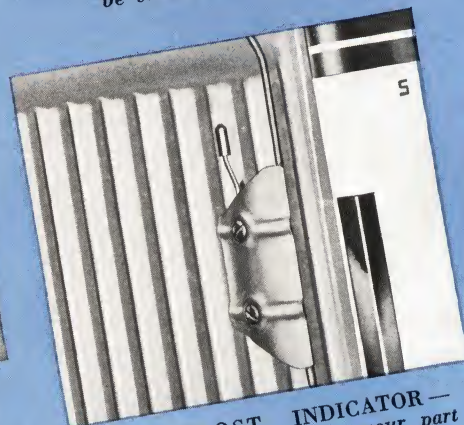
TRAY RELEASE—Breaks the frozen contact between tray and freezing surface so that the tray can be slid forward easily.



DESSERT TRAY—A freezing tray of 2 qt. capacity for freezing desserts. Also has two sets of dividers for freezing ice cubes.



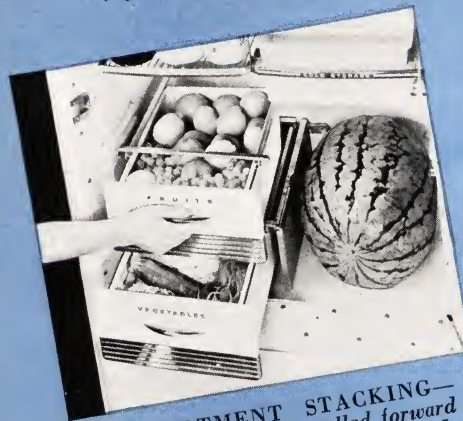
TIP-TOP SHELF—For storing packaged cheese and small bottled and canned goods. Shelf height can be adjusted to two positions.



TEL-A-FROST INDICATOR—Eliminates guesswork on your part by indicating correct time to defrost for most efficient and economical operation.



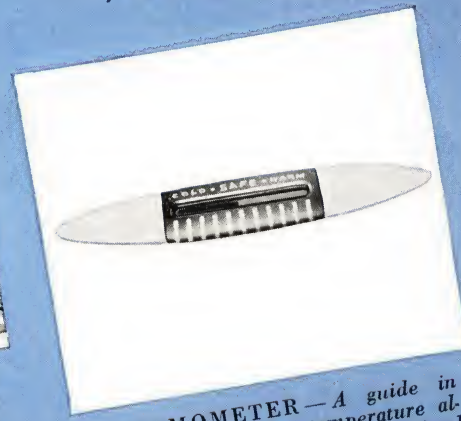
BOTTLE CAP REMOVER—On the under side of the cube release lever—out of the way, yet handy when you're most likely to want it.



COMPARTMENT STACKING—Both drawers can be pulled forward easily even when stacked to provide space for bulky foods.



BEVERAGE SERVER—A de luxe glass pitcher with tilt type chromium cover for cooling and serving beverages.

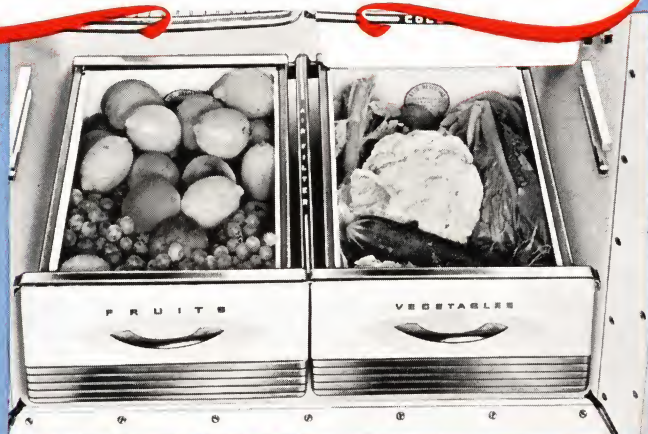
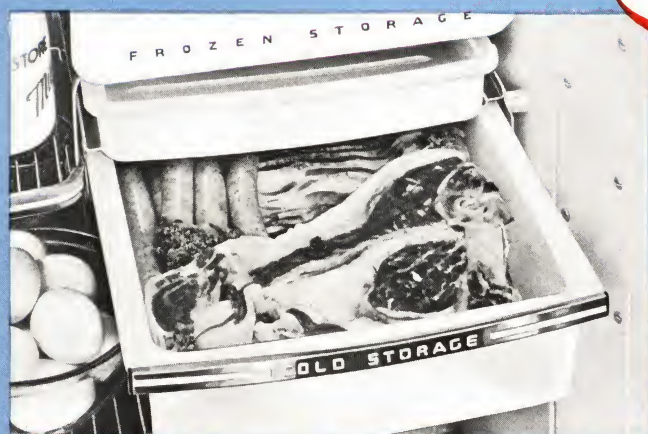


THERMOMETER—A guide in maintaining cabinet temperature always within the Safety Zone for food preservation.

GE *Conditioned Air*

FOR BETTER FOOD PRESERVATION

IT'S NOT JUST THE COLD, IT'S
THE HUMIDITY, TOO, THAT
KEEPS FOOD BETTER LONGER



G-E Cold Storage Compartment

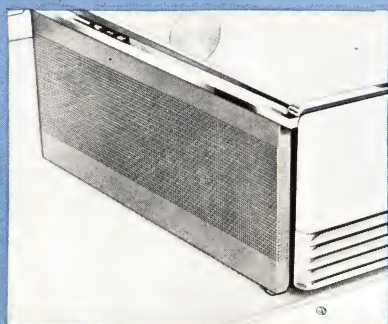
The combination of high humidity and near-freezing temperature maintained in the G-E Cold Storage Compartment provides a storage condition for fresh meats equal to those found in the world's finest markets.

G-E Crisping Compartments

High humidity within the G-E Crisping Compartment retains the natural juices and flavor of fresh vegetables and keeps them garden-fresh. Even wilted vegetables are revitalized in this refreshing atmosphere.



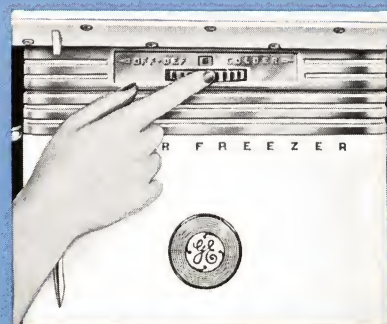
GE Air Filter



As the air circulates within the G-E cabinet it passes through the G-E Air Filter which absorbs food odors and in this way minimizes the transfer of original taste and flavor from one food to another.

GE Steady-Cold Control

Regardless of changes in room temperature, the G-E Steady-Cold Control maintains a constant (within 2° F.) temperature within the cabinet. Changing the control setting to meet seasonal changes is unnecessary.

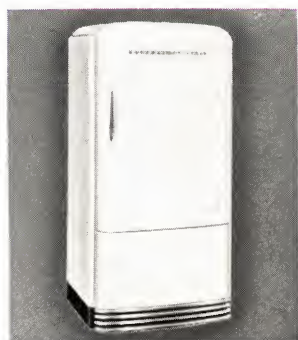


GENERAL  ELECTRIC

The 1941 Refrigerator

PROVIDES A RARE COMBINATION OF

BEAUTY and QUALITY



The American Beauty of All Refrigerators for 1941

The precisely proportioned symmetry, the classic design, and modern styling of present G-E refrigerators establish them as the beauty leaders of 1941. Their sweeping functional lines combine a fine engineering tradition with the dynamic beauty demanded by this age of modern living.

Because it is precision-manufactured from highest quality materials by skilled craftsmen, because of its ingenious engineering design, and because G-E has built sealed mechanisms years longer than any other manufacturer, the General Electric mechanism is the aristocrat of the refrigeration industry.



The Aristocrat of All Refrigerator Mechanisms

PROTECTION

Not only for the priceless protection of a baby's health, but also for the everyday storage of the leftovers, does the G-E maintain a constant cold temperature of about 40° F.—well within the Safety Zone of safe preservation of food.



Plus...

ECONOMY

Besides contributing to the better living of yourself and your whole family, a General Electric refrigerator can actually help you effect a savings by thriftier food purchases, utilization of leftovers, and reduction in refrigeration costs.



CONVENIENCE

You'll always take pride in serving novel desserts and salads frozen in your G-E. And you'll soon take for granted easy spreading butter, the plentiful supply of ice and the many other everyday conveniences a G-E can give you.



CAN YOU AFFORD...

NOT to own a 1941 G-E REFRIGERATOR?

IF YOUR PRESENT MECHANICAL REFRIGERATOR IS AN "OLD-TIMER"—Freezing speed increased 214%! . . . Cold making capacity increased 56%! . . . Operating sound reduced 78%! . . . Operating cost reduced 60%! . . . Prices reduced about 50%! These are a few of the improvements which have been made in General Electric refrigerators during the past dozen years. Tremendous

savings in operating cost alone is a major reason why thrifty owners are replacing old refrigerators with more economical thoroughly modern General Electrics.



IF YOU HAVE NOT YET OWNED AN ELECTRIC REFRIGERATOR—In addition to the many other benefits a new G-E refrigerator provides, it offers new economies, new dollars and cents savings in the food budget which can help make the refrigerator actually pay for itself.

That's why budget-conscious people, who *have* to watch their pennies have purchased a G-E refrigerator and found it to be a thrifty investment. That's why people who are purchasing their first electric refrigerator are selecting General Electrics.



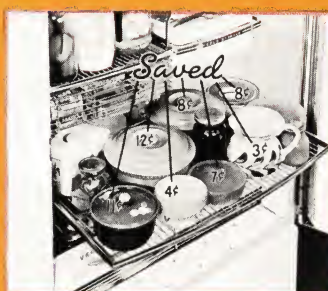
Picture of a G-E Owner Saving Money



Buy for *future* needs when markets offer bargain prices on food.



Take full advantage of quantity prices, and save the difference.



Save those little odds and ends and serve them "dressed up" *days later*.



Save on refrigeration cost, and enjoy the convenience of ice cubes, too.

LIKE A RAISE IN PAY

A Penny Saved Is a Penny Earned . . . That's why it will be like a raise in pay the moment you start taking advantage of the many savings a G-E refrigerator can effect for you.



SAVINGS START WITH THE PRICE TAG

You'll be pleasantly surprised with the low 1941 prices of General Electric refrigerators . . . and you'll be surprised, too, how easily you can purchase one on G-E's budget payment plan.



GENERAL ELECTRIC

The Recognized Leader

IN THE FIELD OF ELECTRICAL MANUFACTURING

For more than 60 years General Electric has been manufacturing electrical products—products which range from giant generators to tiny lamps the size of a wheat grain. During this time G-E has earned and maintained a reputation for building quality products. The G-E monogram is the hallmark of dependability in the electrical industry.

IN THE FIELD OF HOME ECONOMICS

The G-E Home Appliance Institute is recognized by scores of editors of women's magazines and thousands of home economists and home-makers as one of the nation's leading electric appliance centers. In its laboratory kitchens new appliances are tested and retested under actual home conditions to assure their practical utility and dependable operation.

*You'll Always Be Glad You Bought
a General Electric*



PFEIFFER ELECTRIC CO.
1345 LINCOLN AVENUE
SAN JOSE, CALIF.



GENERAL ELECTRIC

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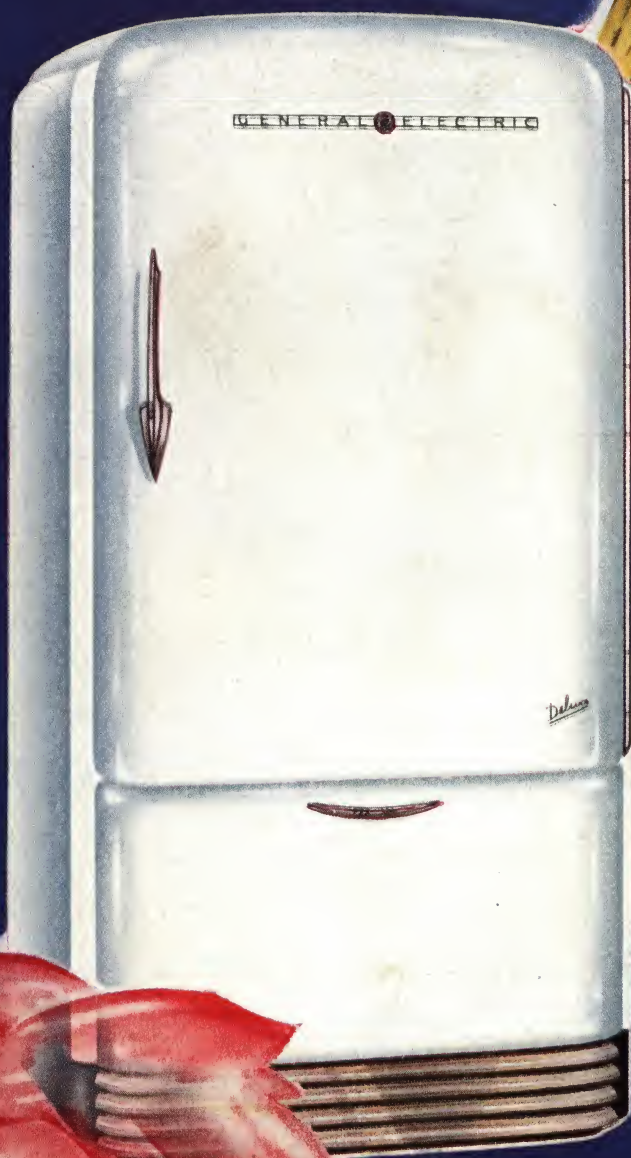
From the collection of:

Mike Jackson, FAIA



PFEIFFER ELECTRIC CO.
1345 LINCOLN AVENUE
SAN JOSE, CALIF.

Beauty
and
QUALITY



GENERAL  ELECTRIC

Refrigerators 1941